TELEVISION Forecast

FEBRUARY 7, 1949

LANNY ROSS of WNBQ

WBKB WENR-TV WGN-TV WNBQ

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Zenith* will be America's most widely copied Television.

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EDITOR'S REPORT:

Old Films N.G. for T.V.

We are inviting you to conduct an experiment with us this week: the study of old films presently used by Chicago T.V. stations. Saturday night, Feb. 12 would be an excellent date, since movies are usually in abundance on Saturday eves.

Most of the old films seen on your video screen are N.G. Either they have been played in so many movie houses their sound is irritable and scratchy, or lighting techniques are not adaptable.

Which leads us to make this statement: Unless drastic changes are made to reduce the exorbitant costs of Hollywood extravaganza films, television will trample down the movie industry as it is today crushing radio.

Contrary to the opinions of some California moguls, Hollywood does not have a corner on all the talent, directors and producers. It becomes evident when you watch some of the inferior movies. Before 1949 ends, Hollywood's stock of films for use on TV will be drained, unless new techniques are devised.

In Chicago and New York, however, independent talent and film producers are working on television in a progressive manner. One big reason is the recent completion of the coaxial cable linking the east and midwest. Utilizing a giant pool of actors and actresses, and natural locations for settings, independents are grinding out films soon to be seen.

This is all overlooked by the brass of Hollywood. Because the coaxial cable does not yet reach the movie kingdom, the brand of television seen in the Los Angeles region is crude, and moviemakers would like to believe that TV is in that stage elsewhere.

What west coast folks are seeing on their receivers is a conglomeration of kinescope shows shipped from New York, together with a rare collection of Hollywood oldies that are a grim reminder to screen stars they aren't getting any younger. Add to this the technical troubles of some valley folks who have difficulties receiving a clear picture because of mountain interference, and television appears to be slightly less than a threat.

Readers of *Television Forecast,* in their letters to this department, have gone on record as being in favor of better movies, films made especially for video. And we feel they will get them —very shortly from the independents, later from a re-organized Hollywood.

TV TOPICS: Look for *Evelyn Knight* on WNBQ . . . NBC has the lovely songstress on contract, and plan a 15 minute show sometime in March . . . Winners of the Tribune's annual Outdoors Show beauty contest will be awarded television auditions by WGN-TV, channel 9. The beauties will be crowned this week in ceremonies at Navy Pier . . . WENR-TV will collaborate with the Toy Guidance Council in a program to be called "Hurray for Play," to begin early in March. Instructional and functional toys for children will be shown each Sunday by *Ian and Inge Martin* . . . Watch for new telereceivers with built-in antennae, said to eliminate the need for outdoor installations . . . WBKB has revived the Nickelodeon with their old-time *Charley Chaplin* films. Pro and con letters are being received in large numbers by this magazine.

TELEVISION Forecast

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Television Forecast for

Monday

February 7, 1949

AN ADDED SERVICE—Tune in on our radio program on WCFL, 4:40 p.m. Mondays and Fridays for the latest program changes for the entire week.

WNBQ Channel 5

3:45—FILM.
4:00—THESE ARE MY CHILDREN.
4:15—FILM FEATURE.
4:30—HOWDY DOODY SHOW with Bob Smith, from N.Y.
6:45—THE WEATHERMAN with Clint Youle.
6:50—NEWSREEL THEATER.
7:00—FILM FEATURE.
7:30—CHEVROLET ON BROADWAY.
8:00—COLGATE THEATER.
8:30—AMERICANA. Quiz program.
9:00—CLIFTON UTLEY and the news.
9:15—BOXING BOUTS from Marigold Gardens.

WGN-TV Channel 9

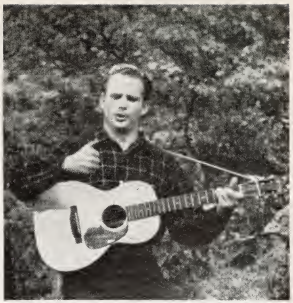
2:00—TELEVISION MATINEE.
4:00—Test Pattern and Dinner Music.
5:00—SMALL FRY CLUB. DuMont N.Y.
5:30—LUCKY PUP. CBS-TV N.Y.
5:45—LITTLE BORDY.
6:15—FILM.
6:30—CHICAGOLAND NEWSREEL.
6:55—LATE NEWS HEADLINES.
7:00—THE GOLDBERGS. CBS-TV N.Y.
7:30—SPELL WITH ISBELL.
8:00—MOREY AMSTERDAM SHOW. CBS-TV N.Y.
8:30—PEOPLE'S PLATFORM. CBS-TV N.Y.
9:00—"THE PRIVATE LIFE OF DON JUAN."
10:30—CHICAGOLAND NEWSREEL.

WBKB Channel 4

11:00-2:00—MULTISCOPE PROGRAM.
5:00—Test Pattern.
5:24—TICKER TAPE NEWS.
5:30—FUNNY BUSINESS with Manny Opper and Adele Scott.
6:00—KUKLA, FRAN and OLLIE.
6:30—SHORT SUBJECTS.
6:45—YOUR CURBSTONE CUT-UP with Ernie Simon.
7:00—AT OUR HOUSE with Jim and Edie Dexter.
7:20—FILM VARIETIES.
7:30—PIANO PALS with Georgia Kay and Gloria Yates.
7:45—SELECTED SUBJECTS.
8:00—TELENEWS with John Dunham.
8:10—FILM MUSICAL.
8:30—WRESTLING from Midway Arena with Russ Davis announcing.
10:30—HEADLINE NEWS.

WENR-TV Channel 7

6:00—NEWS AND VIEWS from N.Y.
6:15—E.U. WRIGHTSON, songs fr.N.Y.
6:30—FILM.
6:45—UNCLE MISTLETOE. The adventures of a roly-poly puppet.
7:00—FILM.
7:30—WHAT DO YOU THINK? "Great Books" discussion group.
8:00—SKIP FARREL SHOW.
8:30—FILM FEATURE or ROLLER HOCKEY.
9:00—PAUL HARVEY, news. **(Subject to Change)**



PAUL ARNOLD, NBC balladeer, entertains midwestern televiewers with American folk tunes on "American Song." He can be seen via channel 5, WNBQ.

Rubins' Winner Sends Prize to Hines Vets

Hospitalized war veterans at Hines were presented a $500 television receiver by Miss Elaine Donenberg, 11-year-old violinist and winner of WGN-TV's "Stars of Tomorrow" show seen Sundays on channel 9. Miss Donenberg of 4940 S. East End was awarded the telereceiver, a $500 bond, trip to Hollywood and a screen test, first place prizes.

"Stars of Tomorrow" will be seen Feb. 13 from 9 to 9:30, and will feature more contestants in a new series. It is sponsored by Rubins.

Income Tax Woes? Turn to WENR-TV

Stop worrying about your income tax problems. Friday, Feb. 11, J. K. Lasser will discuss 1948 taxes in an effort to reduce the woes of midwestern televiewers on WENR-TV's News and Views.

Author of the perennially popular best seller, "Your Income Tax," Lasser will be guest of Gordon Fraser in a series of shows ending March 4. News and Views originates in New York from the studios of WJZ-TV, an ABC station.

Bob Elson to Head Sports Quiz Show

"Identify," a sports quiz program with Bob Elson, will make its debut on ABC's network, Monday, Feb. 14, it was announced this week by WENR-TV, channel 7.

Through films, drawings, and still photos, a panel of three sports personalities will be asked to identify situations which have made or will make sports history. Elson's guests will include coaches, judges, columnists, amateurs and professionals.

"Identify" will be sponsored by Paris, makers of garters, suspenders and belts.

Telecast Golden Gloves

Chicago fight fans will see the "Tournament of Champions," the Golden Gloves, on WGN-TV, channel 9, it was learned this week. Jack Brickhouse will describe the bouts from the Chicago Stadium Feb. 21-23, for Camel cigarettes. The show will be seen in 10 other network cities.

Mary Imogene Shepherd's

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Television Forecast for

Tuesday

February 8, 1949

WGN-TV Channel 9

2:00—TELEVISION MATINEE.
4:00—Test Pattern and Dinner Music.
5:00—SMALL FRY CLUB with Bob Emery. DuMont N.Y.
5:30—LUCKY PUP with Hope and Morey Bunin. CBS-TV N.Y.
5:45—LITTLE BORDY. Children's show.
6:15—FILM.
6:30—CHICAGOLAND NEWSREEL.
6:55—LATE NEWS HEADLINES.
7:00—CROSS QUESTION. The realistic presentation of a fictional court room trial.
8:00—SCHOOL HOUSE with Kenny Delmar as emcee. DuMont N.Y.
8:30—FILM.
9:00—CLUB TELEVISION. Chicago's original video night club.
10:00—CHICAGOLAND NEWSREEL.

WBKB Channel 4

11:00-2:00—MULTISCOPE PROGRAM.
5:00—Test Pattern.
5:24—TICKER TAPE NEWS.
5:30—FUNNY BUSINESS with Manny Opper and Adele Scott.
6:00—KUKLA, FRAN and OLLIE. Kukla and his pals to entertain you.
6:30—SHORT SUBJECTS.
6:45—CURBSTONE CUT-UP with Ernie Simon. 'Nuff said.
7:00—FILM SHORTS.
7:15—ROVING CAMERAS. Film.
7:30—JOE WILSON'S "Hot Stove League." Sports fans vs. sports stars.
7:45—VARIETY SHORTS.
8:00—TELENEWS with John Dunham.
8:15—MIDGET BOXING with Jim Amechе.
8:30—FEATURE FILM. "Midnight Limited."
9:30—HEADLINE NEWS.

WENR-TV Channel 7

6:00—NEWS AND VIEWS from N.Y.
6:15—THE WREN'S NEST. Comedy sketch from N.Y.
6:30—FILM.
6:45—UNCLE MISTLETOE the story-telling puppet.
7:00—FEATURE FILM.
8:30—DO YOU GET IT? A game of charades with Roy Winsor as emcee.
9:00—BOXING BOUTS.

WNBQ Channel 5

3:45—FILM.
4:00—THESE ARE MY CHILDREN, drama.
4:15—FILM.
4:30—HOWDY DOODY SHOW with Bob Smith, from N.Y.
6:45—THE WEATHERMAN with Clint Youle.
6:50—NEWSREEL THEATER fr. N.Y.
7:00—TEXACO STAR THEATER starring Milton Berle, from N.Y.
8:00—QUIZ KIDS with Joe Kelly as chief quizzer.
8:30—"THREE MUSKETEERS" film.
9:00—CLIFTON UTLEY and the news.
9:15—NBC NEWSREEL.
9:25—FILM "Hour of Fear."

(Subject to Change)

Tops in Television
from the
Top of
Chicago

WENR·TV

American
Broadcasting
Company

Highlights

THIS WEEK:

"UNCLE MISTLETOE"
Monday thru Friday, 6:45 p.m.

"PAUL HARVEY"
Mon. and Fri., 9:00 p.m.

"NICKELODEON MEMORIES"
Wednesday, 7:30 p.m.

"ON TRIAL"
Thursday, 9:00 p.m. N.Y.

"ABC TELEVISION PLAYERS"
Sunday, 8:00 p.m.

WATCH CHANNEL 7

WBKB to Show Skid Row Film

"Out of the Night," an authentic, religious documentary movie filmed in Chicago's notorious Skid Row, will be telecast 9:30 p.m. Saturday, Feb. 12, on WBKB, channel 4. Revealing the moral conflicts of alcoholics and vagrants who drift along south State Street, the film will star Loiell Hyler.

LOIELL HYLER

Based on actual case histories from the files of the Pacific Garden Mission on State street, "Out of the Night" contains scenes filmed on the spot by a concealed camera. Many of the people appearing are not actors, but alcoholics.

Loiell Hyler, assistant superintendent of the Mission, portrays a vagrant. Prior to his missionary work, Mr. Hyler was an engineer with an earth moving equipment firm. The cast also includes actors from the Goodman Theatre of the Chicago Art Institute.

WBKB's program director this week announced the film is being telecast at a late hour for an adult audience.

Send "Toast of Town" Live Alternate Weeks

"Toast of the Town," CBS variety show seen on WGN-TV each Sunday night via teletranscription will be televised direct from New York on alternate Sundays, it was announced this week. Every other week, the show will continue to be a transcribed production.

Television Forecast

Chicago TV Received by Iowa Televiewer!

Ronald Thillen of Maquoketa, Iowa, this week becomes a charter member of Television Forecast's "Over 50" Club. Thillen, according to Mrs. John Tedesco of 5662 Ridge, Chicago, is regularly receiving TV programs more than 100 air-miles away, amazing his Maquoketa neighbors. Chicago is the nearest city to Maquoketa, and with the help of a strong antenna, is picked up evenings in spite of Iowa interference. Thillen recently made the front page of the local paper: he is the only resident who owns a TV set.

Paloop Contest Continues

WBKB's Paloop contest is still open to Chicagoland tele-viewers who follow Midget Boxing on channel 4. Details on how to win a bicycle will be announced by Jim Ameche, Tuesday, Feb. 8 at 8:15 o'clock.

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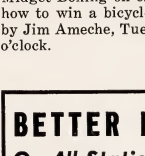

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Television Sales and Service

Television Forecast for

Wednesday

February 9, 1949

WBKB Channel 4

11:00-2:00—MULTISCOPE PROGRAM.
5:00—Test Pattern.
5:24—TICKER TAPE NEWS.
5:30—FUNNY BUSINESS.
6:00—KUKLA, FRAN and OLLIE.
6:30—FILM VARIETIES.
6:45—YOUR CURBSTONE CUT-UP with Ernie Simon.
7:00—SUN TIMES NEWS ROUND-UP with Ulmer Turner.
7:10—FILM SHORTS.
7:30—PIANO PALS with Georgia Kay and Gloria Yates.
7:50—TELENEWS with John Dunham.
8:00—TELECHARADES with Ed Roberts.
8:30—WESTERN FEATURE "Riding the the Sunset Trail," with Tom Keene.
9:00—HEADLINE NEWS.

WENR-TV Channel 7

6:00—NEWS AND VIEWS from N.Y.
6:15—CHILD'S WORLD from N.Y.
6:30—FILM.
6:45—UNCLE MISTLETOE. Puppet show featuring guests from Candy Cane Lane.
7:00—SET 'EM UP. Bowling show.
7:30—NICKELODEON MEMORIES. Films of the silent days.
8:30—WRESTLING.

WNBQ Channel 5

3:45—FILM.
4:00—THESE ARE MY CHILDREN.
4:15—FILM.
4:30—HOWDY DOODY SHOW. Bob Smith, from N.Y.
6:45—THE WEATHERMAN with Clint Youle.
6:50—NEWSREEL THEATER from N.Y.
7:00—GIRL ABOUT TOWN with Kyle MacDonnell and Earl Wrightson, vocalists. From N.Y.
7:30—TAKE A DARE with John Conrad as emcee.
8:00—KRAFT TELEVISION THEATER.
9:00—CLIFTON UTLEY and the news.

WGN-TV Channel 9

2:00—TELEVISION MATINEE.
4:00—Test Pattern and Dinner Music.
5:00—SMALL FRY CLUB with Big Brother Bob Emery. DuMont N.Y.
5:30—LUCKY PUP with Hope and Morey Bunin. CBS-TV N.Y.
5:45—LITTLE BOBBY with puppet disc jockey.
6:15—FILM.
6:30—CHICAGOLAND NEWSREEL.
6:55—LATE NEWS HEADLINES.
7:00—ARTHUR GODFREY AND HIS FRIENDS. CBS-TV N.Y.
8:00—SPARKLING TIME with Chuck Dabney.
8:30—PLAN-A-ROOM with Paul MacAlister.
8:45—SPORTSMEN'S CORNER.
9:00—BOXING. CBS-TV N.Y.
10:00—CHICAGOLAND NEWSREEL.

(Subject to Change)

So You're in Television

By NATE GROSS

Our Guest Columnist is WGN-TV's "Man About Town," and author of the Herald-American's "Town Tattler" column.

So now you're mixed up with a new medium. You quit radio cold, after a 4-year run with one sponsor, because it was getting to be too much work. And now you're on television. You feel that you start even with everyone else because you've never seen a television show and that no one else knows anything about television, anyhow.

That's where you're wrong.

When they change DC current to AC at the Blackstone Hotel you'll have to get a set. It gets monotonous hanging around bars trying to get a peek at what the other performers are doing. Besides you don't drink. You have no idea how monotonous some television programs can become when you're not drinking.

You're Mr. Know-it-all. You look at the program they want you to take over and you don't exactly knock it. All you say is that it has no excitement, doesn't move, and isn't a show. Your vast radio experience, of 4 years, makes you an expert—you think.

So they put you on the payroll. (That's news in television!) And they tell you to put on your own program. They increase the budget of the show, more news on a sustaining program, and they tell you to go ahead. So you go ahead.

But now you're not such a smart guy. It's easy to be a second guesser. But try to project your own thoughts and ideas into a half-hour show, and what happens? Sometimes nothing happens. Sometimes you just drop dead. Or maybe that's an idea.

Some day television is going to be a great medium. Some day you're going into a spacious studio, with private dressing rooms, lie back on a chaise longue and ring for your make-up man. A dialogue director will coach you on your lines. The cameraman will discuss angle shots. There will be so much time for rehearsal that your show just can't flop. None of this going on practically cold, and wondering how much is a half an hour so you can have an ending on your show, instead of guessing and being cut-off. No, everything will be timed, just like radio.

And you'll learn to be natural. In television, your old friend, the mike, is overhead, so you talk to a camera instead and forget about the mike. But not entirely, because there are some funny quirks about this microphone that sways perilously over your head like the Sword of Damocles.

And some day all the receiving sets will be uniform. Today, depending on what kind of reception one has, you're both short and tall, fat and thin, old and young, bald and . . . what's the word for it? It's been so long since you had any.

And so it goes. You do the best you can. You give what cooperation you can. You hope for the best and try your best, because you know you are a pioneer, but you know that pioneers wind up in history books and in family albums. Getting your feet wet is fine, but you've got to wind up with a cold. It's like scholarly Sherman Duffy, the newspaperman, once said when some fellows invited him to join a cause.

"We'll make you a martyr," they told him.

"Gentlemen," said Duffy, "I learned many years ago that the place for a martyr is in an arena."

That's the way it is in television, except you're not a martyr. But you're in an arena.

"Man About Town" will be seen Feb. 11 on WGN-TV, Channel 9.

Receives WTMJ-TV, WLW-TV

Mrs. Lowell Ayres of 108 3rd st., Plymouth, Indiana, a reader of this magazine, reports she receives WTMJ-TV Milwaukee, Wisconsin, as well as WBKB, WENR-TV and WGN-TV, Chicago stations, and WLW-TV, Cincinnati, Ohio!

PIRRO the Curious is the new star of "Small Fry Club," a juvenile show telecast via Du Mont network on WGN-TV. Pirro's explorations and discoveries, educational as well as amusing, can be seen Feb. 7.

Uncle Mistletoe Becomes 5-Day Show

Further adventures in Mother Goose Land will be seen each weekday on WENR-TV, channel 7, as Marshall Field and Company add another day to their telecast of "Uncle Mistletoe," it was announced this week.

Aunt Judy continues to be played by Jennifer Holt, introducing Uncle Mistletoe's friends Monday through Friday from 6:45 to 7 p.m. The show was rated one of the 10 Best of '48 by *Television Forecast*.

Ritter Film on WBKB

"Rainbow Over the Range," a hard-riding western film starring Tex Ritter will be telecast 8 p.m. Saturday, Feb. 12, on WBKB, channel 4. Coming Feb. 19: "Rolling Westward."

Kiddie Parade Draws Letters

Who said people don't write? More than 11,700 letters were received during a three week period, all directed to Kiddie Parade.

Would-be Artists Watch "Draw a Laugh" on ABC

Here is your chance to create a cartoon or punch line for the new video participation show, "Draw a Laugh," to be seen Saturday, Feb. 12, on WENR-TV.

Each week Mel Casson, creator of "Jeff Crockett" and Jay Irving, known for his "Willie Doddle," draw their own sketches of suggestions sent in by televiewers. A third cartoonist, guest of "Draw a Laugh," will compete with Casson and Irving, the studio audience judging the best cartoons.

Patricia Bright, comedienne and singer now appearing at the Cotillion Room of the Hotel Pierre, will be mistress of ceremonies on this ABC network show.

WBKB To Carry Cub Games

All of the Chicago Cubs home baseball games will be televised via WBKB, channel 4, beginning April 19, it was announced this week. Telefans will witness 87 contests from Wrigley field.

MOLLY of "The Goldbergs" is Gertrude Berg, author and star of WGN-TV's serial which can be seen Monday, Feb. 7, at 7 p.m. Philip Loeb plays Jake, her husband; Larry Robinson is cast as Sammy and Arlene McQuade is Rosalie, the daughter.

Thursday

February 10, 1949

WENR-TV Channel 7

6:00—NEWS AND VIEWS from N.Y.
6:15—THE WREN'S NEST.
6:30—FILM SHORTS.
6:45—UNCLE MISTLETOE, and happenings in Candy Cane Lane.
7:00—AMERICAN MINSTRELS OF 1949. From N.Y.
8:00—SECOND GUESSER. Quiz program.
8:15—CARTOON CONTRASTS.
8:30—FILM SHORTS.
9:00—ON TRIAL. Discussion of topics of the day.
9:30—CLUB SEVEN with Johnny Thompson as emcee, from N.Y.

WNBQ Channel 5

3:45—FILM.
4:00—THESE ARE MY CHILDREN.
4:15—FILM.
4:30—HOWDY DOODY SHOW with Bob Smith, from N.Y.
6:45—THE WEATHERMAN with Clint Youle.
6:50—NEWSREEL THEATER from N.Y.
7:00—PHIL SILVERS SHOW. Comedy. From N.Y.
7:30—THE SWIFT SHOW starring Lanny Ross, from N.Y.
8:00—WALT'S WORKSHOP.
8:30—FLOOR SHOW starring mentalist Dunninger and ventriloquist Paul Winchell, from N.Y.
9:00—CLIFTON UTLEY and the news.
9:15—NBC NEWSREEL.
9:25—GRAND MARQUEE, film.

WGN-TV Channel 9

2:00—TELEVISION MATINEE.
3:30—ILL. STATE MEDICAL SOC.
4:00—Test Pattern and Dinner Music.
5:00—SMALL FRY CLUB with Bob Emery. DuMont N.Y.
5:30—LUCKY PUP with Hope and Morey Bunin. CBS-TV N.Y.
5:45—LITTLE BORDY.
6:15—FILM.
6:30—CHICAGOLAND NEWSREEL.
6:55—LATE NEWS HEADLINES.
7:00—INDIVIDUALLY YOURS with Celeste Carlyle.
7:30—FILM.
8:00—WINDOW ON THE WORLD. DuMont N.Y.
8:30—WRESTLING from Madison AC.
10:45—CHICAGOLAND NEWSREEL.

WBKB Channel 4

11:00-2:00—MULTISCOPE PROGRAM.
5:00—Test Pattern.
5:24—TICKER TAPE NEWS.
5:30—FUNNY BUSINESS with Manny Opper and Adele Scott.
6:00—KUKLA, FRAN and OLLIE.
6:30—FILM MUSICAL.
6:45—YOUR CURBSTONE CUT-UP with Ernie Simon.
7:00—FILM VARIETIES.
7:15—ROVING CAMERAS. Film.
7:30—JOE WILSON'S "Hot Stove League."
7:45—SHORT SUBJECTS.
8:00—TELENEWS with John Dunham.
8:15—FEATURE FILM "King of the Zombies," with Dick Purcell and Joan Woodbury.
9:15—TREASURY BOND SHOW.
9:45—HEADLINE NEWS.

(Subject to Change)

Proving that two competitive mediums can and will cooperate is announcement this week of the working arrangement between WENR-TV and the Chicago Daily News, for video coverage of spot news and special events. John H. Norton, Jr., ABC vice president, is shown with Louis L. Pryor, Daily News promotion manager.

Pur-Ar-Lite Frees Air of Smoke, Germs

Introduction of the Pur-Ar-Lite, lightweight aluminum air purifier for the home, was made this week in a special announcement to owners of TV receivers. Pur-Ar-Lite is ideal for the television room, kitchen, bedroom or basement; its concentrated ultra-violet light rays instantly purify the air from smoke, air-borne germs which spread colds, disagreeable cooking odors, and musty odors. The device costs less than one-third of a cent to operate daily, and is installed simply by plugging into any electrical outlet.

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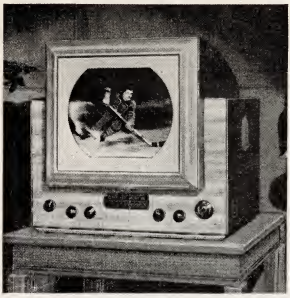

Starrett is the first to present a television set with the new 16″ metal tube . . . a lighter, stronger, brilliant tube that has the added advantage of having a plateglass picture surface. These new sets . . . tested and proven in Starrett's laboratories, offer . . . 150 square inches of clear television image. See the "Ambassador" with the 16″ tube . . . today!

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TELEMATCH is an entirely *new* kind of television accessory that helps you get better reception by increasing the efficiency of your present antenna—whether indoor or outdoor.

TELEMATCH corrects the electrical *mismatch* between antenna and receiver that may keep you from getting a strong, clear picture.

TELEMATCH often makes it possible to bring in clearly stations you may not have been able to get before.

TELEMATCH is not a "booster"—uses no tubes or electricity. There's no installation charge—you make two quick connections to the antenna terminals on your set and your TELEMATCH is ready for use.

For better television reception, order a TELEMATCH from your television dealer today.

STANDARD TRANSFORMER CORPORATION

3580 ELSTON AVENUE • CHICAGO 18, ILLINOIS

Television Forecast for

Friday

February 11, 1949

AN ADDED SERVICE—Tune in on our radio program on WCFL, 4:40 p.m. Mondays and Fridays for the latest program changes.

WNBQ Channel 5

3:45—FILM.
4:00—THESE ARE MY CHILDREN.
4:15—FILM.
4:30—HOWDY DOODY SHOW with Bob Smith, from N.Y.
6:45—THE WEATHERMAN with Clint Youle.
6:50—NEWSREEL THEATER from N.Y.
7:00—ADMIRAL BROADWAY REVUE starring Sid Caesar, from N.Y.
8:00—RFD AMERICA quiz show with Bob Murphy as emcee.
8:30—YOUR SHOW TIME. Famous short stories on film.
9:00—BOXING BOUTS, from N.Y.
10:00—CHESTERFIELD SUPPER CLUB.

WGN-TV Channel 9

2:00—TELEVISION MATINEE.
4:00—Test Pattern and Dinner Music.
5:00—SMALL FRY CLUB with Bob Emery. DuMont N.Y.
5:30—LUCKY PUP. CBS-TV N.Y.
5:45—LITTLE BORDY.
6:15—FILM.
6:30—CHICAGOLAND NEWSREEL.
6:45—LATE NEWS HEADLINES.
7:00—ADMIRAL BROADWAY REVUE. DuMont N.Y.
8:00—MAN ABOUT TOWN with Nate Gross.
8:30—FILM.
8:45—SPORTSMEN'S CORNER.
9:00—BOXING from Madison AC.
10:30—CHICAGOLAND NEWSREEL.

WBKB Channel 4

11:00-2:00—MULTISCOPE PROGRAM.
5:00—Test Pattern.
5:24—TICKER TAPE NEWS.
5:30—FUNNY BUSINESS.
6:00—KUKLA, FRAN and OLLIE.
6:30—SUN TIMES COMICS.
6:45—YOUR CURBSTONE CUT-UP with Ernie Simon.
7:00—KIDDIE PARADE.
7:30—PIANO PALS with Georgia Kay and Gloria Yates.
7:45—SELECTED SHORTS.
8:00—TELENEWS with John Dunham.
8:10—FILM SHORTS.
8:30—UNDER 21.
9:00—FILM FEATURE "Gangster Boy," with Jackie Cooper.
10:00—HEADLINE NEWS.

WENR-TV Channel 7

6:00—NEWS AND VIEWS from N.Y.
6:15—THE WREN'S NEST from N.Y.
6:30—FILM.
6:45—UNCLE MISTLETOE.
7:00—VAUDEO VARIETIES with Eddie Hubbard as emcee.
8:00—BREAK THE BANK with Bert Parks as emcee, from N.Y.
8:30—CHICAGO DAILY NEWS spelling bee finals.
9:00—PAUL HARVEY and the news.
9:05—Continuation of the spelling bee.
(Subject to Change)

Design New Antenna for Multiple Dwellings

Designed to meet the need for low-cost TV antenna service in multiple dwellings is the new ITI multivision antenna system, announced this week by Industrial Television, 359 Lexington, Clifton, N. J.

According to Horace Atwood, Jr., ITI president, the system can be tailored to meet requirements of individual installations by use of standard parts. Separate antennas are used for high and low band stations; signals are combined by a patented coupling.

Reader's Note . . .

Sirs:

Why oh why all those horse operas and old second-rate movies? When the novelty wears off of TV, the public won't stand for such adolescent entertainment. If movies must be old, make them ancient and show us Lon Chaney, Theda Bara, and Valentino epics.

South Bend, Ind. **MRS. JOHN KUKAWA**

"CHICAGOLAND'S FAMILY TELEVISION THEATRE"

Monday, 7:30 P.M.
"Spell with Isbell"
with Harold Isbell as Emcee

Wednesday, 7:00 P.M.
"Arthur Godfrey and His Friends"
from CBS-TV

Friday, 7:00 P.M.
"Admiral Broadway Revue"
from DuMont Network

WGN•TV CHANNEL 9

Television Forecast for

Saturday Sunday

New Date of Issue

Program schedules for Saturday, February 12 and Sunday, February 13 will be found in the next issue of *Television Forecast* magazine which will be published February 12.

In an effort to bring its subscribers more accurate program listings, *Television Forecast* has revised its mechanical schedule and deadlines and will now reach its readers each Saturday morning or earlier.

The editors and publishers hope that this change in schedule will enable readers to receive more-up-to-date listings of shows.

T. V. SERVICE DIRECTORY

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Vahey Television Sales
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PAlisade 5-3400

CENTRAL
Television Engineers, Inc.
1539 W. Harrison St.
TAylor 9-4200

WEST
Expert Radio & Television Service
3255 West Adams
SAcramento 2-7818

SOUTHEAST
Chelten Television Co.
2903 East 79th St.
ESsex 5-3450

WHITING, IND.

Radio Center
1542 119th St.
Whiting 307

Lanny Ross Continues to Charm Audience

By PATRICIA COOPER

Having dinner with Lanny Ross brought back college days when girls on the campus dubbed him "Mr. Moonlight and Roses." Golden-voiced Lanny Ross is now a bit older, his hair a bit grayer, but he still continues to charm his audience in WNBQ's network program, the Swift Show.

Thursday, Feb. 10 at 7:30, if you tune in channel 5, you'll see and hear Lanny sing tunes to the music of Harry Simeone's orchestra, one of America's foremost young composers. When Lanny was in Chicago a few weeks back to inaugurate the east-west viewing of his show, he was host at a special Swift party in the Terrace Casino of the Hotel Morrison, and received such a tremendous ovation he sang special requests following the end of the telecast.

ON THE COVER

LANNY ROSS, singing star of the Swift Show, is now seen in Chicago on WNBQ, channel 5. Thursday, Feb. 10, at 7:30 p.m., you'll see and hear Lanny, and his special guests from stage, screen and vaudeville. For more about this new TV favorite, read *Television Forecast's* exclusive story on this page.

Originating in New York, the Swift Show also features leading talent from the stage, screen, and vaudeville, and a figure well known to American housewives, Martha Logan. Through Martha Logan, homemakers learn of new products, tips on preparation, and suggestions for eating enjoyment.

Time allocation on the west bound coaxial cable prevents presentation of the Swift Show "live" on both networks, so that Chicagoans view it by means of kinescopic recordings.

Spike Gets Ready for TV

Look for Spike Jones on video before Spring! Spike and his City Slickers are gathering checked bow ties, turkey feathers and thousands of other props necessary to stage a show-stopping routine on television.

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IN THE KITCHEN . . . helps destroy cooking odors, bread box molds, preserves foods longer in refrigerators!

IN THE BEDROOM . . . helps protect you and your child against colds, dangerous diseases, cuts down on doctor bills!

IN PUBLIC PLACES . . . washrooms, restaurants, food stores, offices, hospitals . . . keeps air pure, germ and odor-free!

IN THE BATHROOM . . . helps keep air fresh, clean and sweet-smelling always!

IN THE BASEMENT . . . helps eliminate dampness, mildews, musty odors in a twinkling.

IN BARNS, KENNELS . . . reduces dangers of infection, provides a sanitary atmosphere!

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23-57

Channel 4 Forecast

Funny Business

Monday-Friday, 5:30 p.m.

Manny Opper, Adele Scott
and the Mom-of-the-day.

Telenews Daily

Mon., Tues., Thurs., Fri., 8:00 p.m.
Wednesday, 7:50 p.m.

John Dunham and an international Newsreel.

Tele-Charades

Wednesday, 8:00 p.m.

Match your wits with
the sharp Collegians

Under 21

Friday, 8:30 p.m.

The best of Chicago's
teen age talent.

★ *Channel 4*

WBKB

Balaban & Katz

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